



# the Beak is Back

**WOODY  
WOODPECKER**

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TM





# Woody Woodpecker™ —

## A Brief History

- Year 2000 marks the **60th** anniversary of Woody Woodpecker™.



# The Woody Woodpecker<sup>TM</sup> Show

Saturday Mornings on







40



ALL-NEW

“Woody Woodpecker and Friends™”



episodes





# Fox Kids Facts



**#1** Broadcaster on Saturday Morning\*

**43** Million+ young viewers/month\*\*

**98%** Coverage of domestic market

Source: \*NTI Galaxy Explorer Saturday 8:00am-12:00noon 9/12/98 - 9/20/98 Kids 2-11 and 6-11.

\*\* Nielsen Media Research 6/98





# Fox Kids Integrated Media



- **Fox Kids Club:**  
5.4 Million Members
- **National and Affiliate Promotions**
- ***Totally Fox Kids* Magazine:**  
13+ Million Readers
- **Fox Kids Countdown:**  
3 Million Listeners
- **[www.FoxKids.com](http://www.FoxKids.com)**



# Everyone Knows Woody

With nearly **60 years** of brand awareness, Woody Woodpecker™ has an amazing **95%** awareness with adults 18-49 and **92%** awareness with mothers of children 2-11\*

## Kids & Teens Love Woody, Too!

|       |       | Awareness |
|-------|-------|-----------|
| Kids  | 6-11  | 69% (53)  |
| Kids  | 9-11  | 78% (56)  |
| Teens | 12-17 | 82% (54)  |

Category average listed in parenthesis

\*Source: Marketing Evaluations, Inc. November 1998





Woody  
Wins  
Big!





# Woody Makes Tracks!

## NASCAR Cross Licensing

- Fastest growing sport in the U.S.
- Television viewership second only to NFL
- \$1.3 billion in estimated NASCAR retail sales for 1999

## Sponsorship Benefits

- On-car exposure
- Exclusive merchandise
- Show cars/promotions/sweepstakes  
(Subject to availability)







# Woody Makes Tracks!

## Williams Formula 1 Cross Licensing

- Coming to Indy Motor Speedway in 2000
- 17 scheduled races in 1999 across 4 continents
- Over 350 million viewers
- Drivers Alex Zanardi & Ralf Schumacher

## Sponsorship Benefits

- Preferential ticketing for all 17 races, test sessions & conference centers
- Show car booking







# Theme Parks

## Woody Woodpecker's KidZone™

- Universal Studios Florida  
Opens Memorial Day Weekend 1999  
**Featuring the ALL-NEW**  
Woody Woodpecker's Nuthouse Coaster™
- Character presence at:  
Universal Studios Experience -  
Beijing, China  
Universal Studios - Osaka, Japan (2001)







# Power Promotions

## Taco Bell

- Supports the launch of Woody Woodpecker™ on Fox Kids
- August 1999 Promotion in 4,200 restaurants nationwide - 5 Kids Meal toy premiums
- Extensive Woody at point of purchase



## Dairy Queen

- Teams with Woody for fun in July of 2000
- Kids Meal premiums using Woody & Friends
- Possible Sweepstakes
- Supported by integrated TV spots and extensive point of purchase







# Power Promotions

## Burger King International

- Will launch a major Woody program in over 1,500 European, Latin American and Asian locations, Spring 2000



## Sumitomo Bank

- Uses Woody as their long-term spokes-character in Japan





# Cast OF Characters

Woody Woodpecker and Friends™







# Woody Woodpecker And Friends™



## Woody Woodpecker™

- Updated for the 90's
- Woody's every bit as extreme, fun and clever





# Woody Woodpecker And Friends™



## Woody IS:

- A Prankster
- Wily
- Fast on his feet
- A player
- A trailblazer
- A free spirit







# Woody Woodpecker And Friends™



## Winnie Woodpecker™

- A lover of life and what it has to offer, Winnie always does things her way
- Look for Winnie to star in her own episodes of *The Woody Woodpecker Show*™.







# Woody Woodpecker And Friends™



## Winnie Woodpecker™ Diary

- Winnie's on a mission in her own creative styleguide!



## Splinter™

- Woody's curious and impulsive niece will dismantle anything she gets her hands on



## Knothead™

- Woody's nephew is eager to investigate new things but is more of a thinker than a doer



## Chilly Willy™

- A cute, cuddly penguin on a never-ending mission for food and warmth





# Woody Woodpecker

In this cartoon world nice birds finish last.

Sleazy buzzards bilk you out of your last dime, pompous bullies push you around, plodding walruses keep things status quo and bossy old biddies stop you from having fun.

Luckily, we have Woody Woodpecker. Screwball, mischievous, fast talking and quick thinking, he's a slightly insane bird in an incredibly insane world.

Woody wants the good life: a gourmet meal, a perfect golf game, a plush pillow-top bed and NO WORK. When someone gets in the way of this pursuit, he springs into action with wit and determination. If a walrus insists his free meal coupon has expired, or if a buzzard tries to scam him out of new found cash—watch out—Woody is an ambitious slacker, ready to defend his right to relax and enjoy life.

On the rare occasion Woody holds a job, you know there's something more to it than a healthy work ethic. If he's behind the counter at the Sub Shop, it's because he's hoping he can snack down six feet of sandwich while nobody's looking. If he takes a job as a White House tour guide, it's only so he can snag a nap in the Lincoln bedroom. Woody rightfully assumes he can get through life via personality and charm, getting what he wants through his clever and inventive ways.

His perpetual smile and breeziness make him seem like an easy target for schemers and bullies: a foolish mistake. For, while Woody doesn't go looking for fights, he doesn't back down from them either. Be it a battle of wits, or a

Woody continued...

knock-down, gag-filled, earth-circling brawl, you don't want to mess with Woody—he always gives better than he gets.

Woody's a dedicated single, a loner, a party-for-one. His happy-go-lucky lifestyle demands it. However, Woody's sorely attracted to Winnie Woodpecker (who wouldn't be?) and occasionally gets stuck baby-sitting his plucky nephew and niece, Knothead and Splinter. This small circle of friends and relatives have a knack for infringing on his space and driving him nuts. Of course, if any of them are in a jam, he'll help them out—but he'll make sure they're all out of his hair before the next morning's tee time.

Woody has one innate talent—he's great with his beak. Plywood, driftwood, deadwood or dogwood—he doesn't care. His ability to peck through the strongest of substances is unlimited—almost a super power. How much wood could a woodpecker peck? In Woody's case, all of it.

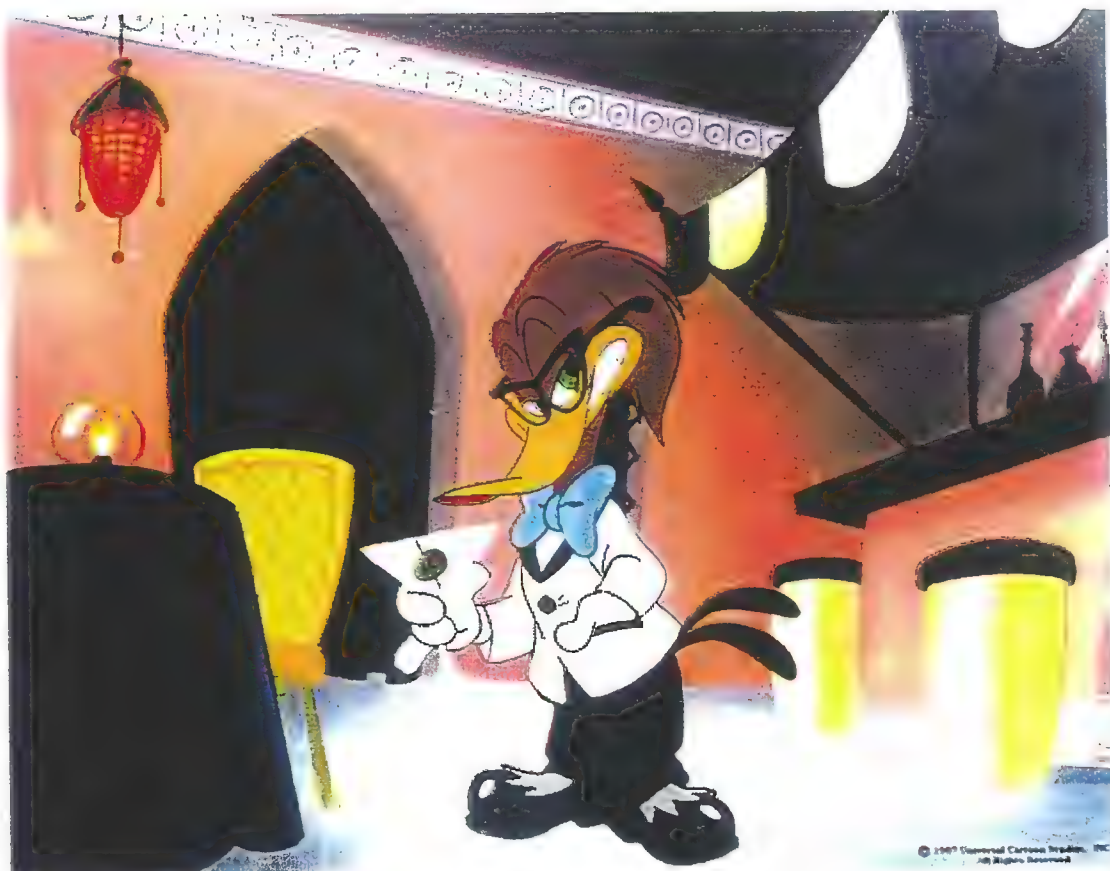
Woody is the clever reply we didn't think of in time, the just desserts we didn't get the chance to serve, the hysterical prank we never had the guts to pull off and the free-spirited, good natured, fun-loving smart-alec in us all.



# Woody Woodpecker

"Woody does the things you would like to do, but you just don't have the nerve."

Walter Lantz



# Winnie Woodpecker

Aggressive and impulsive, Winnie can always stand her ground. Her confidence and independence show in the form of spunk and a razor sharp wit. She doesn't need to pull an anvil out of the air to squash an enemy—Winnie can knock anyone down a few pegs with a wry smile and a backhanded crack about beak size.

Winnie is the classic overachiever. She never saw a job she didn't want or couldn't tackle, and it's a good thing, too, because despite all of her hard work and ambition, she can't quite keep a job. She works her way up, through, and out of every job she gets.

Winnie's not really cut out for the modern workplace. She's too smart and too ambitious to fit comfortably into your average job description, and she's certainly never satisfied with just doing things the way she's told by her bosses (inevitably some simple-minded Walrus, conniving Buzzard or rule-hampered Meany with zero on the imagination scale). She has no patience for red tape, standard procedure or calling the Help Desk.

Winnie doesn't have time for Woody's slacker ways. Although she's made it clear to him that she's out of his league, he's determined to change her mind. He tries to be suave, cool and impressive, but ends up making a fool of himself. Winnie can't help but enjoy having the upper hand with this cocky guy. Although she gives Woody a hard time, way deep down she has a soft spot for him.

After all, he's the only other woodpecker in town!



# Winnie Woodpecker

"I am woman, hear me peck."  
with apologies to Helen Reddy



# Knothead & Splinter

There are only a few occasions when Woody is not the master of his universe—and that's usually when his nephew and niece, Knothead and Splinter, are dropped off with no warning.

Knothead and Splinter love attention, and get it any way they can. Like the little kid on the diving board repeatedly screaming "Mommy look at me," they're forever demanding that Uncle Woody entertain them.

Knothead is cunning, flipping from innocent to explosively bratty if he thinks it will get him what he wants. If he's at a mall and wants a fire truck, he'll wail like he's been abandoned until some adult buys him the toy just to shut him up.

Splinter is the curious one. Unable to sit still, she dismantles anything she gets her hands on, whether it's Woody's kitchen table or a new color TV. She can dismantle any story, excuse or alibi, too, poking holes in it until she gets to the truth.

They are forever jealous of each other's possessions and attention, always one spitball, funny face or sharp word away from tearing each other's feathers out. These kids are a force of nature—hurricanes with beaks. After all, they're smaller versions of Woody, except they are younger, faster, more energetic—and there's two of them.



# Knothead and Splinter

"I like children.  
If they're properly cooked."  
W. C. Fields



# Wally Walrus

You know Wally Walrus. You run into him a million times a day, without ever remembering what he looks like. He's the nameless, faceless middle manager, always showing up where he'll drive the most people crazy.

Wally wants everything simple, safe and in its place. He's meticulous and fussy about whatever he has: his clothes are too starched, his shoes are overly shined, his car has too much turtle and too much wax. With his loopy, somewhere-from-Northern-Europe accent that draws out everything he says, Wally is the Chinese water torture of bourgeois normalcy, plucking away at Woody's fun, drip by aching drip.

Wally can be an annoying kiss-ass, plowing his lips into what he perceives is the most important butt in the room. Wally truly enjoys serving those he considers "above" his station. He believes in social climbing by association and will do anything within the rules to climb that ladder. Wally's equally eager to step on those he considers beneath him.

Every little detail is a big flamboyant production to the Walrus. He performs the smallest of mundane tasks in an elaborately ritualistic way that begs for Woody's chaotic touch. In a supermarket line, when Woody is crushed for time, Wally will pull out his coupons, arrange them alphabetically and in reverse order of expiration date—and then search for his checkbook.

He's the maddening part of the status quo that doesn't approve of Woody's independent thinking. Woody is a threat to Wally because Woody isn't a "rule" kind of guy.

Wally is a little man in a big Walrus body. His stuffy demeanor cries out for retribution, and Woody is happy to oblige.



# Wally Walrus

"The trouble with normal is, it always gets worse."  
- Bruce Cockburn



# Buzz Buzzard

Buzz is a con man who loves being bad. He comes from a long line of buzzards and takes great pride in his smarmy heritage.

Buzz can appear as the sleazy lawyer, the corrupt politician or an unscrupulous television executive—in fact, any job where being unethical is considered a plus. His schemes often take the form of a fishy business venture, where he tries to bilk unsuspecting characters out of anything they haven't nailed down.

Buzz is clever, and has the ability to commit exactly the right con at exactly the right time. Whether pulling off an intricately planned scam or just smashing a window and grabbing some jewels, he's always a smooth operator. He attacks his schemes with a glee and fervor that's akin to religious zeal. If his genius weren't being used for evil, you'd love for this guy to succeed.

Buzz and Woody are rivals from way back. Whenever these two birds butt heads, things escalate, and it's only a matter of time before it's all out war. Woody matches Buzz gag for gag—if Buzz pulls out a mousetrap, Woody's built a better one. If Buzz slams Woody with a pie, Woody crushes Buzz with a dessert factory. If Buzz pulls up in a fancy convertible, Woody burns rubber in a rocket-powered hot tub.

Buzz always tries to sucker Woody, but he's no match for the woodpecker's unpredictability.



# Buzz Buzzard

"There's a sucker born every minute." - P.T. Barnum

"Really? What hospital?" - Buzz Buzzard



# Ms. Meany

Look up "self-righteous" in the dictionary, and you'll find Ms. Meany.

Raining on your parade is her mission in life. Toss your Frisbee in her yard, and she'll add it to her permanent collection. Set up a lemonade stand and she'll have it condemned for health violations. She's every crabby, pompous, meddlesome neighbor you've ever had. Misery loves company and Ms. Meany is actively recruiting.

Ms. Meany always wants more than her share—doilies, tacky knick-knacks, packets of free sugar she hoarded from the restaurant. Whether she's a suburban neighbor with a too neat lawn or a crotchety survivalist in a back-woods shack, she's always looking to expand her territory. She feels like life hasn't given her a fair share, so she's going to simply take everyone else's. Give her an inch, and she'll pocket the ruler.

Meany laughs only at her own stupid jokes—otherwise, she has no sense of humor. To this old biddy, the sound of someone else's laughter is like nails on a black board. Woody's laugh is like a spike through her heart.

A control freak, she's often found in some self-imposed position of power in which she takes things way too seriously. If she's a Scout Master, it's only so that she can keep the badges she never got as a child.

Meany's rules are for other people—not her. It's perfectly okay for her to crank up the volume on "Murder She Wrote," but if Woody plays his mambo a little loud, she'll come down on him like a pile of bricks. Meany loves to try to push Woody around, but Woody's always ready to show her who's the boss. With his breezy and disarming manner, before long it's Meany doing the mambo, and Woody's got the pictures to prove it.



# Ms. Meany

"Hell is paved with good Samaritans."  
- William M. Holden



# Dapper Denver Dooley

Dapper Denver Dooley is a big bullying lug who wears a very nice vest, which he probably stole right off someone's back. Dooley has zero sense of style and absolutely no social graces. All he's got going for him is his brute strength which he wields like a calling card you can't refuse.

Dooley is forever stumbling over ten dollar words and trying to cram himself into social situations where he doesn't belong. Whether it's in first class on the Concorde or the front row of a Broadway play, you can bet Dooley will be there—ticketless—stirring things up like a bull in a china shop.

Dooley lives for confrontation—and the louder the better. No matter what high falutin' setting Dooley's in, he's always up for a fight. The more people he can pull into the fray, the happier he is.

Dooley doesn't choose his victims very carefully and usually grabs whatever woodpecker happens to be at hand. Big mistake. Dooley is no match for Woody's ingenuity. Although an imposing physical threat, he's quickly distracted by any doodads, geegaws, or frippery Woody throws at him. Dooley brings out the guile in Woody, and it's the guile that gets 'em every time.



# Dapper Denver Dooley

"Ha Ha"

Nelson, the Bully on the "Simpsons."





**NEW SCENE ART**





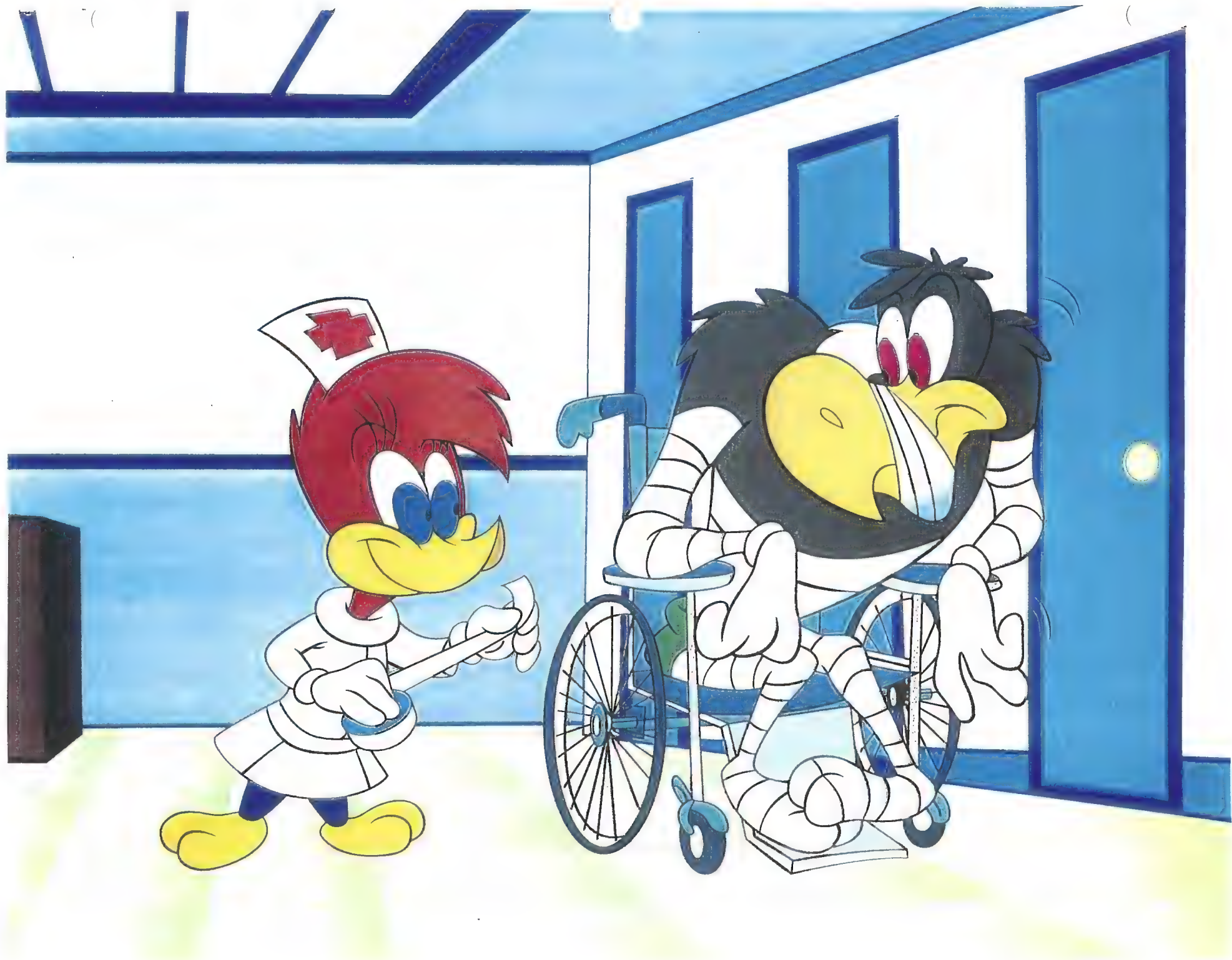




































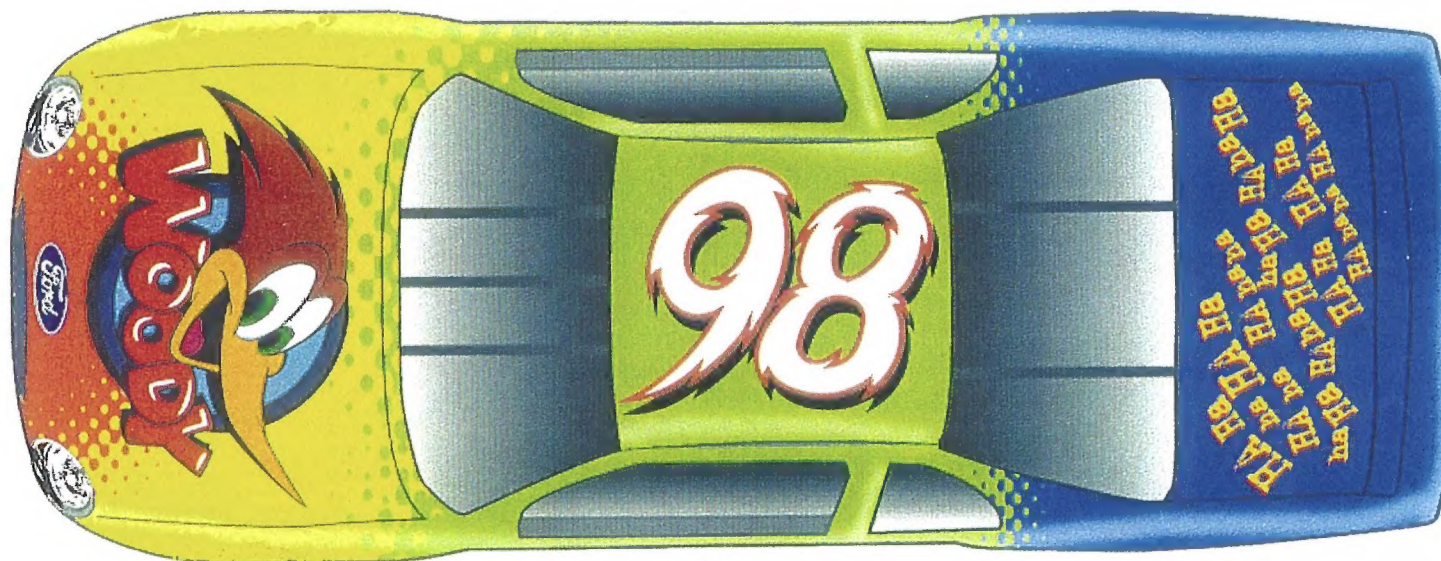
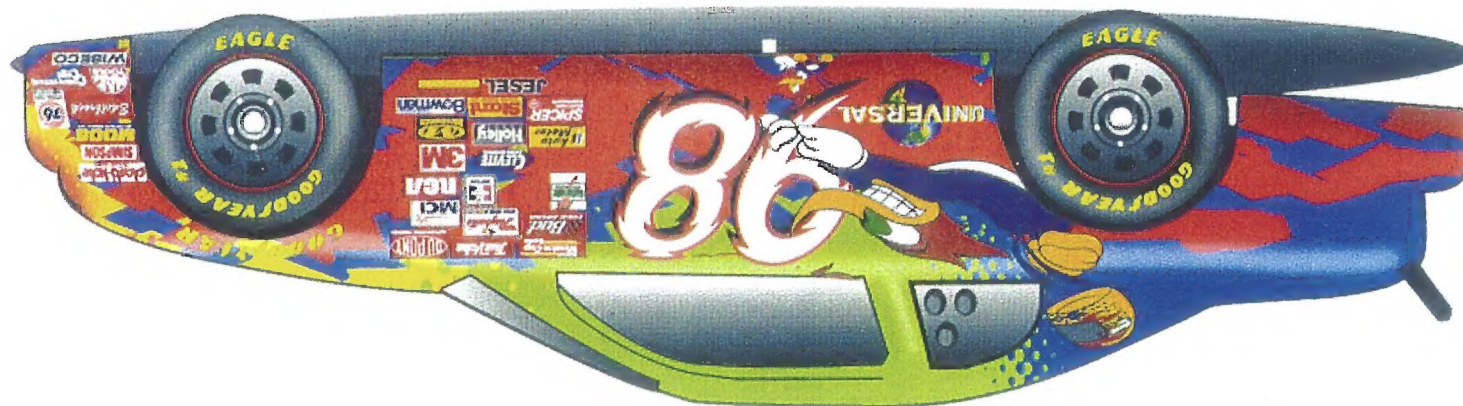


# Woody

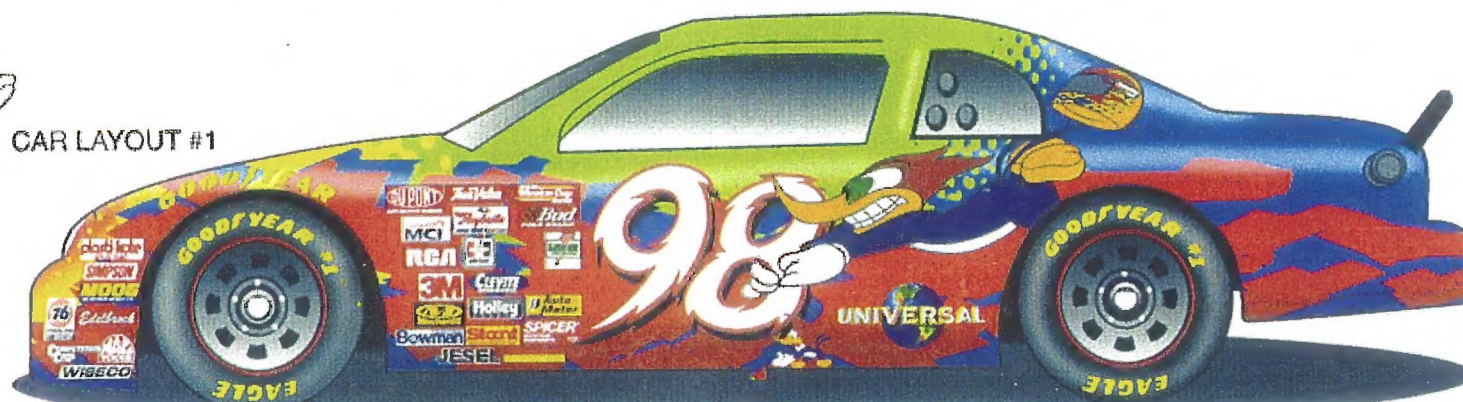
NASCAR







CAR LAYOUT #1



- BLUE 300
- YELLOW C
- RED 485
- GREEN 375
- ORANGE 021



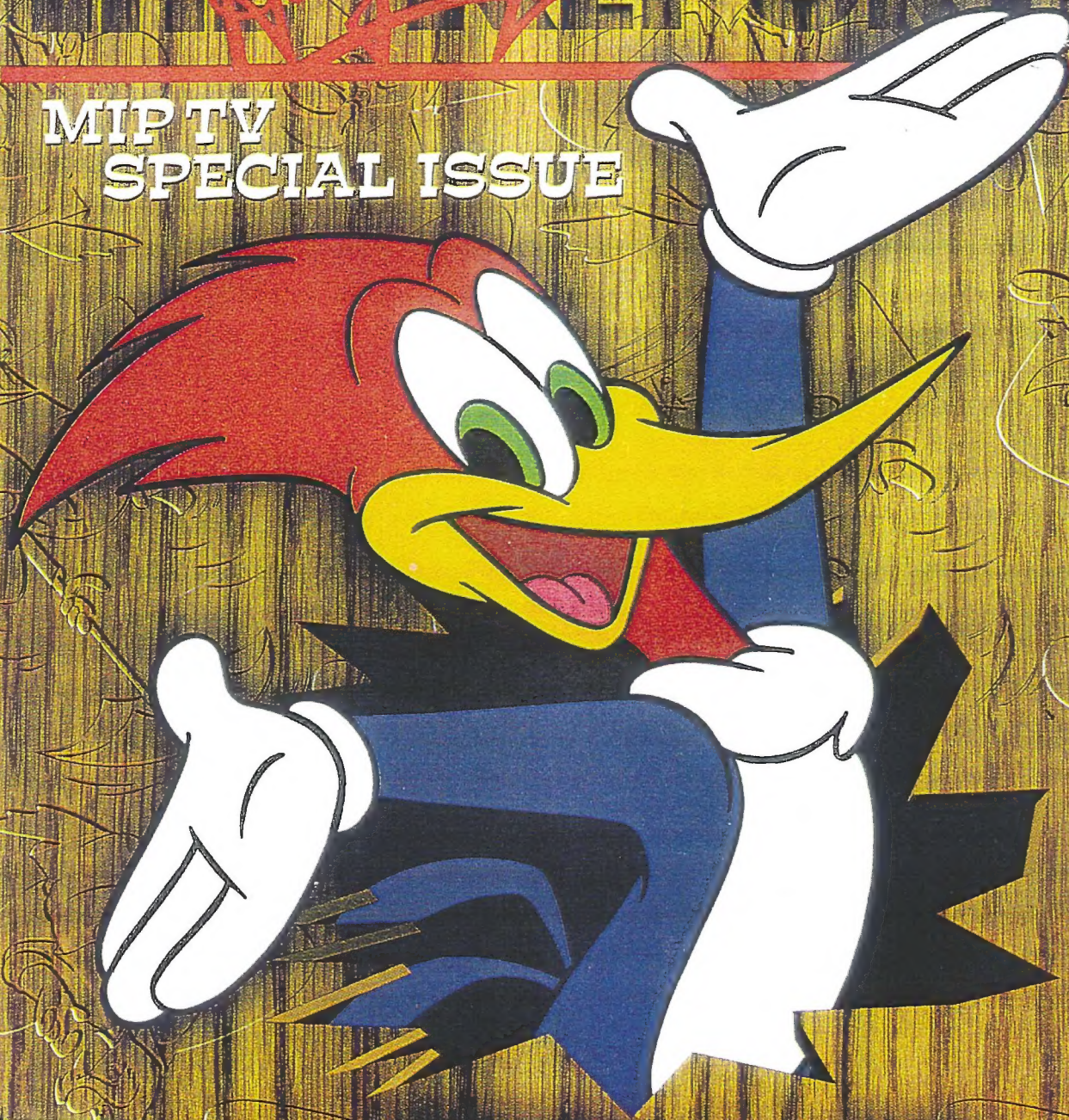
March 31 - April 6, 1998 \$2.95 (California) \$3.25 (Elsewhere) £3.50

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MIP TV  
SPECIAL ISSUE



**WOODY  
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**THE BEAK IS BACK!**





## CHILLY WILLY

Chilly Willy is the perpetually cute, but forever cold and hungry star of his own show. This little penguin. He lives in a modern igloo complete with TV, refrigerator and big old easy chair, but can't get enough life's "creature comforts." His single-minded approach to any desire, makes him immediately identifiable to the audience. He wants what he wants, when he wants it, and he'll pursue that desire to the end of the line, without ever uttering a single word. So, forget what you've heard about the "strong" silent type. Chilly is the "cute" silent type and he's sure to warm your heart in the coldest climes of Antarctica or anywhere he pops up around the world.

## SMEDLEY

This is one doggedly determined dog. A good ol' southern boy with a slow burn mentality, Smedley is Chilly's chief nemesis and butt of most of the penguin's clever antics. Though Smedley appears in many guises, from a Security Guard or Cruise Ship Operator, to a Frozen Food Entrepreneur, he always goes head to head with Chilly and tries to foil the little guy's latest quest for food and warmth. Smedley's definitely not the shiniest lure in the tackle box, as the saying goes, but he will always give Chilly a run for the *funny*!



## WOODY WOODPECKER FLIES INTO TOP POSITION

Universal Studios Consumer Products Group continues to build the Woody Woodpecker brand, celebrating its No. 1 ranking for the premiere of *The Woody Woodpecker Show* on Fox Kids, Saturday, May 8th. The show posted a whopping 4.4 rating/19 share with Kids 2-11, besting ABC's "Bugs Bunny and Tweety Show" by 38% (4.4 vs. 3.2) and Kids WB "Histeria" by 159% (4.4 vs. 1.7) according to Nielsen Media Research.

As of its fourth week on air, Woody continues to be #1 with Boys 6-11.

### Way to go Woody!

